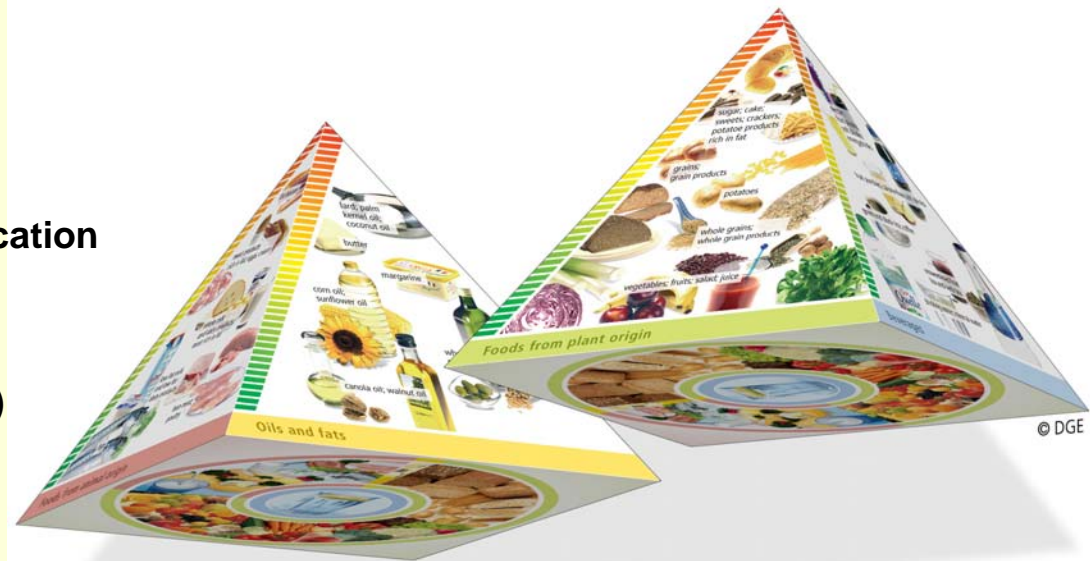


Promoting healthy diets and lifestyles in Germany

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New challenges for nutrition and food policy in Germany

■ Epidemic prevalence and high incidence of overweight and obesity

- Men with normal body weight are a minority from their 40s and women from their 50s in Germany and in large parts of Europe (with a high risk of developing type 2 diabetes mellitus, CHD, cancer, ...).
- High health insurance and medicare costs reducing national chances in the global economic competition.
- Increasing problems in childhood and youth.
(plus 1 % overweight every 3rd year!).
- Cumulating problems in specific risk groups
(people from lower social classes, immigrants, ...).

The main causes of obesity

- **Imbalance of energy intake and energy needs.**
- **Reduced physical activities during work and leisure time.**
- **Bane of genes:** During evolution gene selection was driven by the necessity to survive hunger, but not overfeeding. Therefore obesity is the normal result in times with food excess and lack of energy expenditure, if we do nothing against it.
- **Today's food with high energy density and a reduced potential for a satisfying satiety --> low gastric extension.**
- **Everywhere availability of delicious foods.**
- **Health and nutrition illiteracy:** Low knowledge about food and a decreased competence to prepare dishes from basic foods and to transfer nutritional guidelines in practice.
- **Aggressive marketing and advertising of foods in media.**

A new hypothesis is coming up: **The strategy of inconsistency**

- **Today nutrition and health guidelines are more and more evidence based.**
- **Therefore the well-known argument of the opponents of nutritional guidelines (‘your recommendation is not science based’) loses its supposed effect on consumer decisions.**
- **It has been argued, that powerful players not only in the food market meanwhile have developed a new strategy: the strategy of inconsistency.**
- **Apparent inconsistency or contrariness strongly prevents consumers from changing their unfavorable eating habits.**
- **Contrary informations all over the world have the potential to be placed on page #1 of newspapers and magazines.**

Programs and campaigns in Germany

Initiated by the Federal Ministry of Consumer Protection, Food and Agriculture (BMVEL)

Goal # 1: Clarify the causes of obesity

- Identifying of those factors, which are significantly involved in the genesis of overweight and obesity in children and youth.

The measures:

- Conducting a new National Nutrition Survey (nNVS)
(random sample of 20000 person, 14-80 yrs.; basis of a future nutrition monitoring)
- The child and youth health and nutrition survey (KIGGS)
(random sample of 20000 person, 5-18 yrs., health and nutrition data)

Programs and campaigns in Germany

Initiated by the Federal Ministry of Consumer Protection, Food and Agriculture (BMVEL)

Goal # 2: Nationwide action

- General acceptance, that overweight is a relevant and significant social health problem which affects the society as a whole.
Increasing the overall problem awareness in our population.

The measures:

- Foundation of a new Platform „Food and Exercise“ (PEB):

Aims:

- to prevent of obesity among children and youth,
- to establish a network of all relevant actors,
- to co-ordinate the required measures to achieve significant prevention of overweight and obesity.

Platform „Food and Exercise“

Founding members:

- **The German Government, represented by the Federal Ministry of Consumer Protection, Food and Agriculture (BMVEL).**
- **The food industry, represented by the German Federation of Food Law and Food Science (BLL).**
- **The Central Marketing Society of the Agricultural Marketing Board (CMA).**
- **Medicare and health insurance companies.**
- **Federal Parents Council (BER).**
- **German Society for Pediatrics (DGKJ).**
- **Labor union for food and restaurants (NGG).**
- **The Germany Sports Association (DSB).**

Nationwide campaign: SLIM KIDS – BETTER DIET. MORE EXERCISE. 2003-2006.



Goal # 3: Impart knowledge

- Increasing the knowledge about healthy diets and properly food preparation.

Special offers for different target groups:

- Parents and families
- Kindergarten
- Teachers and schools

Nationwide campaign: SLIM KIDS – BETTER DIET. MORE EXERCISE. 2003-2006.

Measures for parents and families

„SLIM KIDS - on tour“

- **Action 1: Musical for children, addressing overweight**
- **Action 2: children's day-care center: „FIT KID: healthy eating action“**
- **Action 3: schools: „School + Food = Grade A“**
 >> increasing meal quality at school
- **Action 4: „The do-it-yourself bar tour“: MACH-BAR-Tour**
 >> preparing non-alcoholic „trendy drinks for kids“

Touring exhibition on food and consumption: „Look what you are buying“

**Concerted action with public libraries: books and media collections about
SLIM KIDS – BETTER DIET. MORE EXERCISE**

Restaurant-action „healthy meals for kids“

**Nationwide campaign:
SLIM KIDS – BETTER DIET.
MORE EXERCISE. 2003-2006.**

**Measures for the kindergarten
and children's day-care center**

- **FIT KID: „The healthy eating action for children's day-care centers“**
 - >> nationwide advisory service
 - >> education program for educational staff and multipliers
 - >> taste and smell tests
 - >> parents meetings including nutrition education
- **Internet-based informations**

Nationwide campaign: SLIM KIDS – BETTER DIET. MORE EXERCISE. 2003-2006.

Measures for schools:

- **Establishing an advisory service for all-day-schools to increase quality of school meals.**
- **Touring exhibition on non-alcoholic trendy beverages.**
- **Touring exhibition „Enjoy the pleasure of a wholesome diet“.**
- **REVIS Study (University of Paderborn)**
 - >> **reform and innovation of nutrition and consumer education in schools,**
 - >> **develope new educational goals taking into account the actual nutritional problems,**
 - >> **define competencies to achieve in the field of nutrition and consumption,**
 - >> **develope a new curriculum and standards which can be used in all types of German schools,**
 - >> **develope an educational portfolio for teachers, ...**

„Better diet - more exercise. The competition“

- **The BMVEL spends 15 Mio. € (~18 Mio. \$) for the foundation of sustainable local and regional networks to prevent overweight and obesity („Connecting“).**
 1. a nation-wide competition was announced
 2. ~450 groups wrote proposals
 3. evaluation of the proposed projects is in progress
 4. the best 25-30 networks will be funded for 3 years
 5. start of funding: 2006

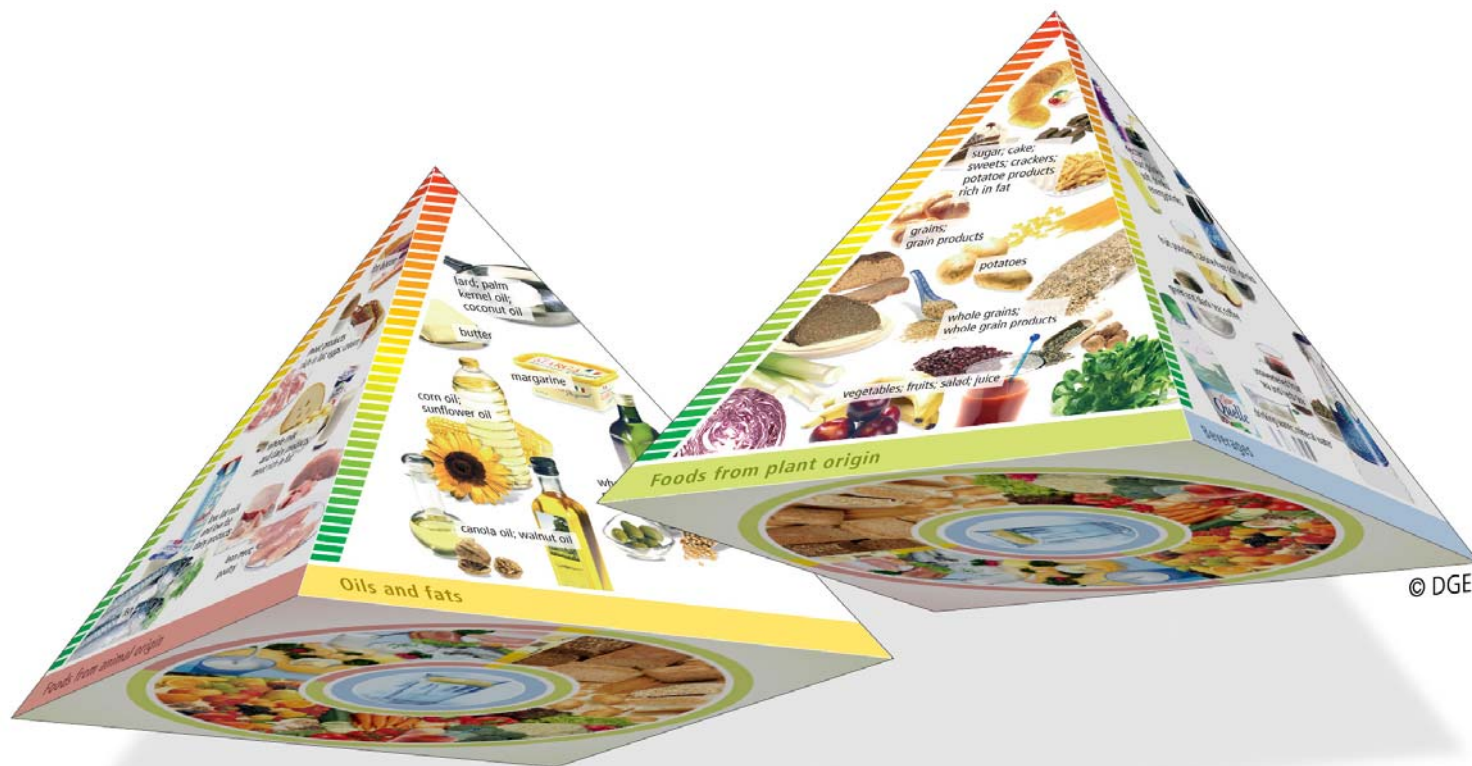
Action of the German Society of Nutrition: Daily References Intakes and 10 rules for a healthy diet and its graphical transformations.



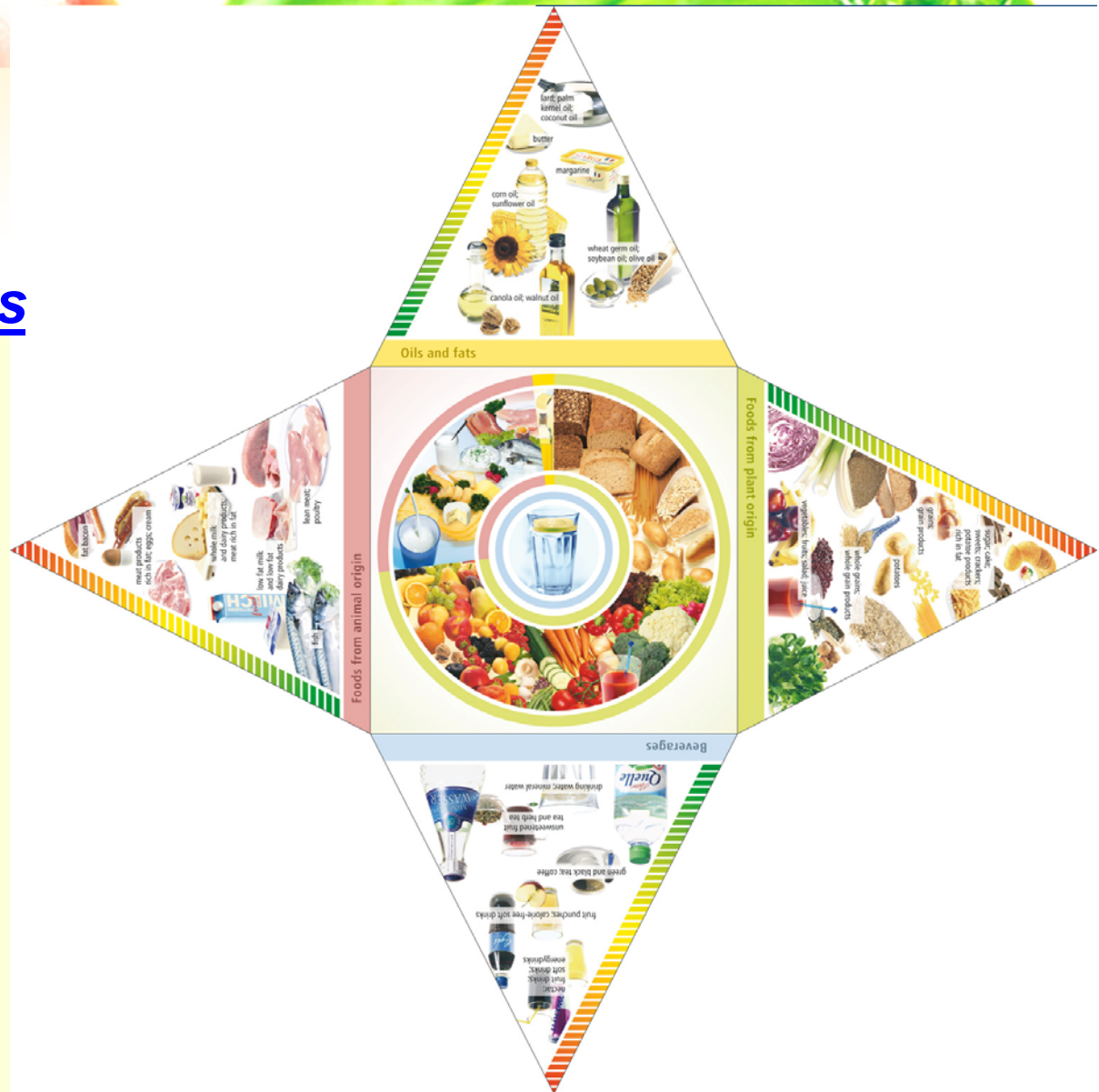
Developing a new food pyramid: *an interdisciplinary process*

- Under the management of the German Society of Nutrition (DGE) *interdisciplinary working groups* were established and several *workshops* were conducted *with experts* from different fields:
 - Nutritional science
 - Clinical medicine
 - Food science
 - Information management
 - Media production
 - Nutritional consulting
 - Nutrition politics

The result: A 3-Dimensional Food Pyramid



The 2-D-result: The Nutrition Compass



The basis of the pyramid and the compass: **DGE-Nutrition Circle**

- **Quantitative measures for food groups** (calculated from the German DRIs):
 - foods from plant origin
 - foods from animal origin
 - oils and fats
 - beverages



The 4 sites of the 3-D-Food Pyramid

- **Qualitative** informations about the food groups (,nutrition profiling‘)
- With consideration of usual eating habits



Foods from predominant plant origin

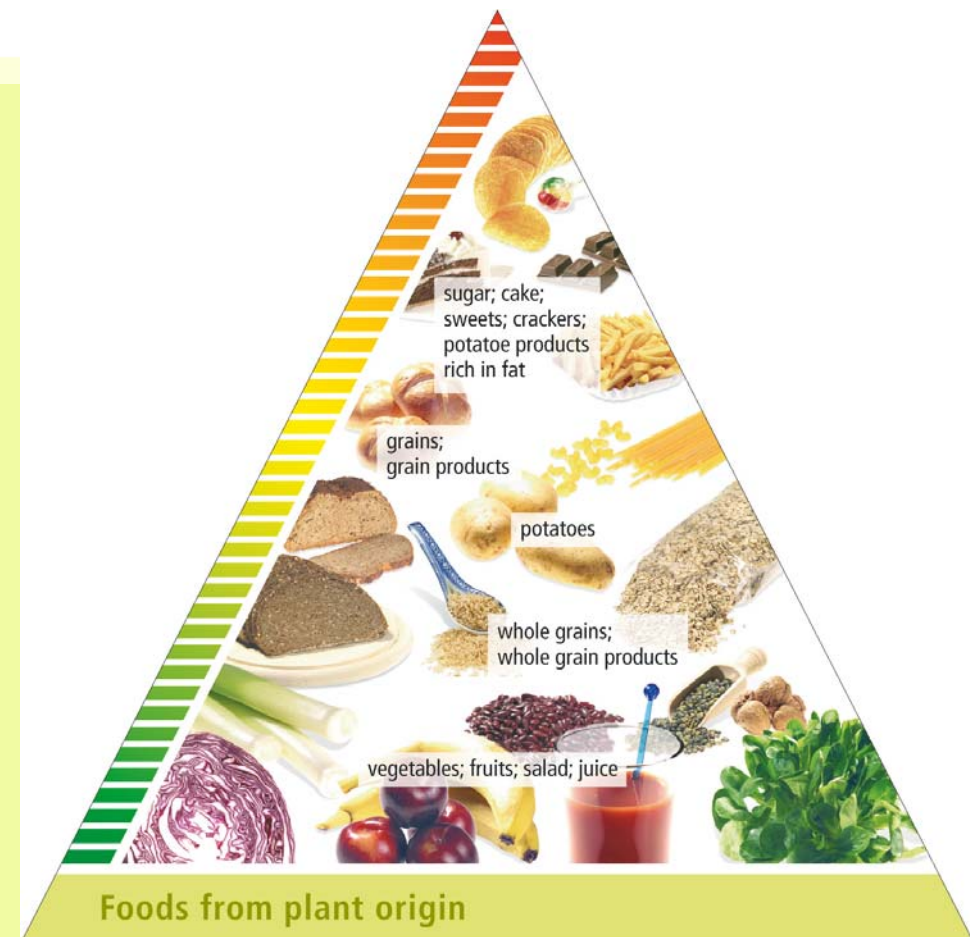
Criteria for the review:

Nutritional physiological aspects

- Energy density
- Nutrient density (vitamins, minerals, dietary fibers)
- secondary plant substances

Preventive Aspects

- Risk reduction of cancer and coronary heart disease



Foods from predominant animal origin

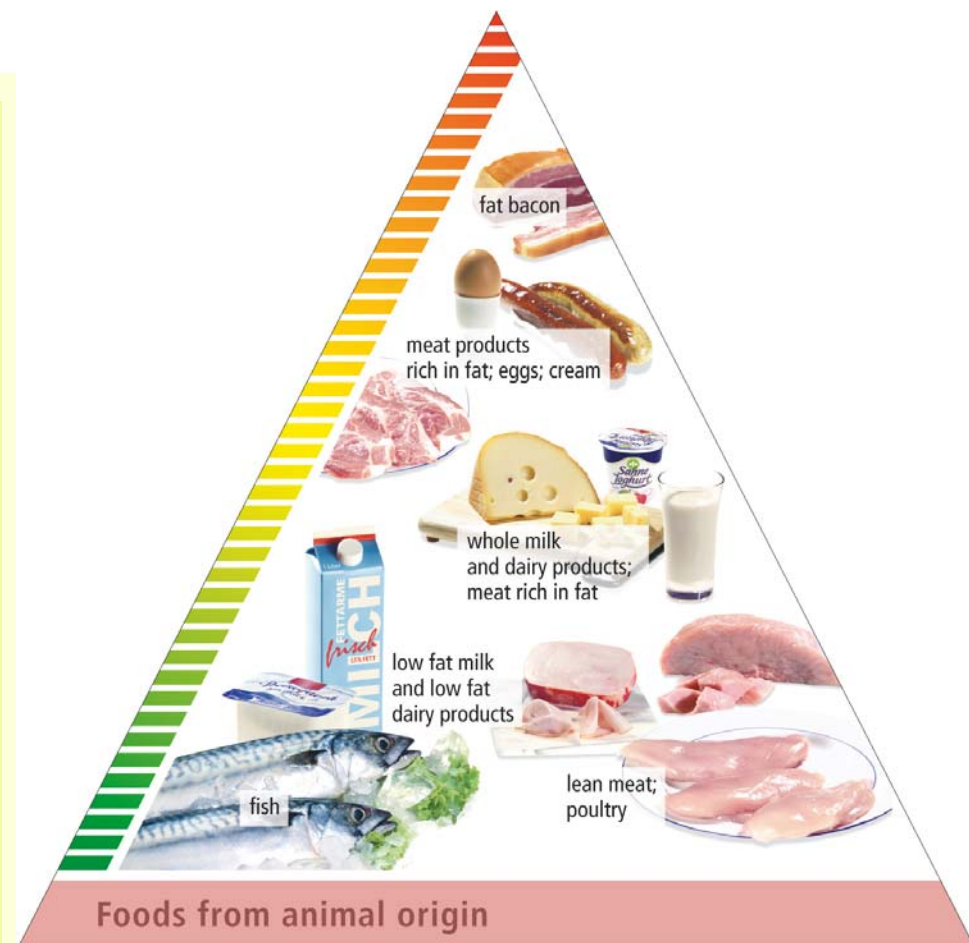
Criteria for the review:

Nutritional physiological aspects

- Energy density
- Nutrient density (B-vitamins, vitamin D, calcium, iron)
- Fat quality (saturated fatty acids, ω -3-fatty acids)

Preventive Aspects

- Risk reduction of cancer and coronary heart disease



Oils and fats

Criteria for the review:

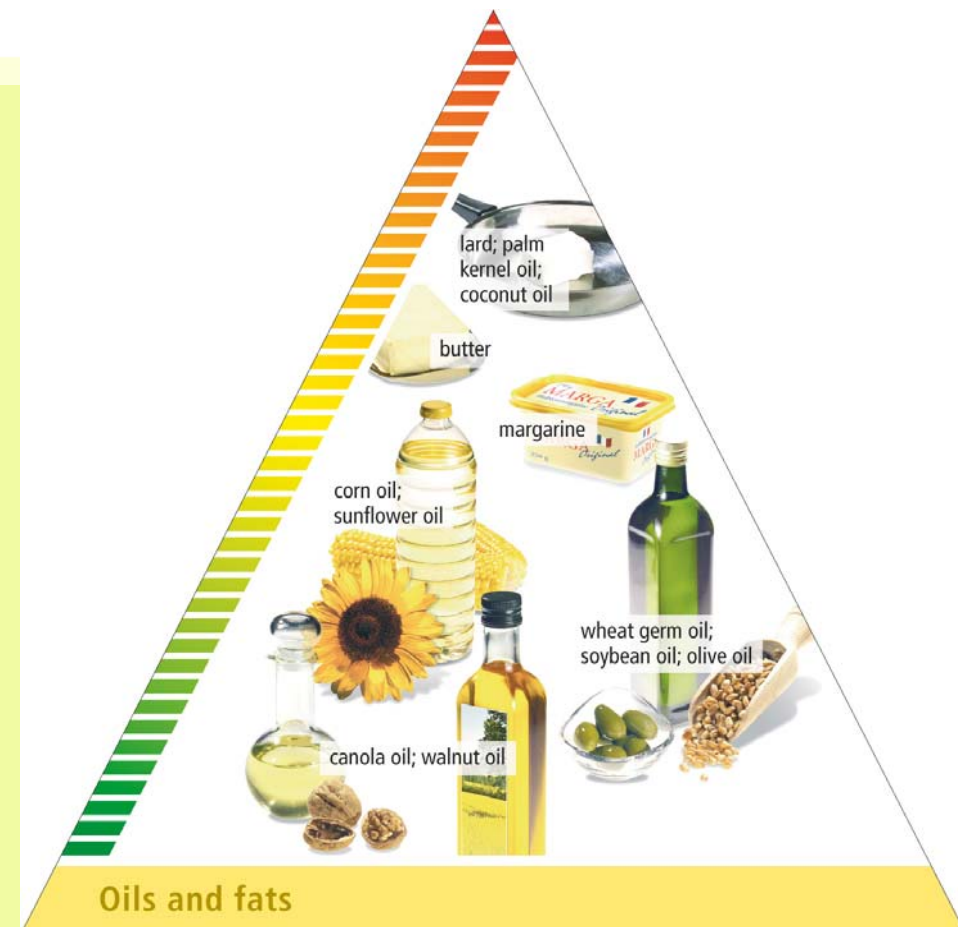
Nutritional physiological aspects

- Fats:

- **Fat composition** (ω 3-, ω 6-, ω 9-fatty acids, saturated fatty acids, ratio of ω 6: ω 3 fatty acids, trans-fatty acids)
- **Vitamin E**
- **undesirable substances** (e.g.. cholesterol)

- Oils:

- **ratio of ω 6: ω 3 fatty acids**

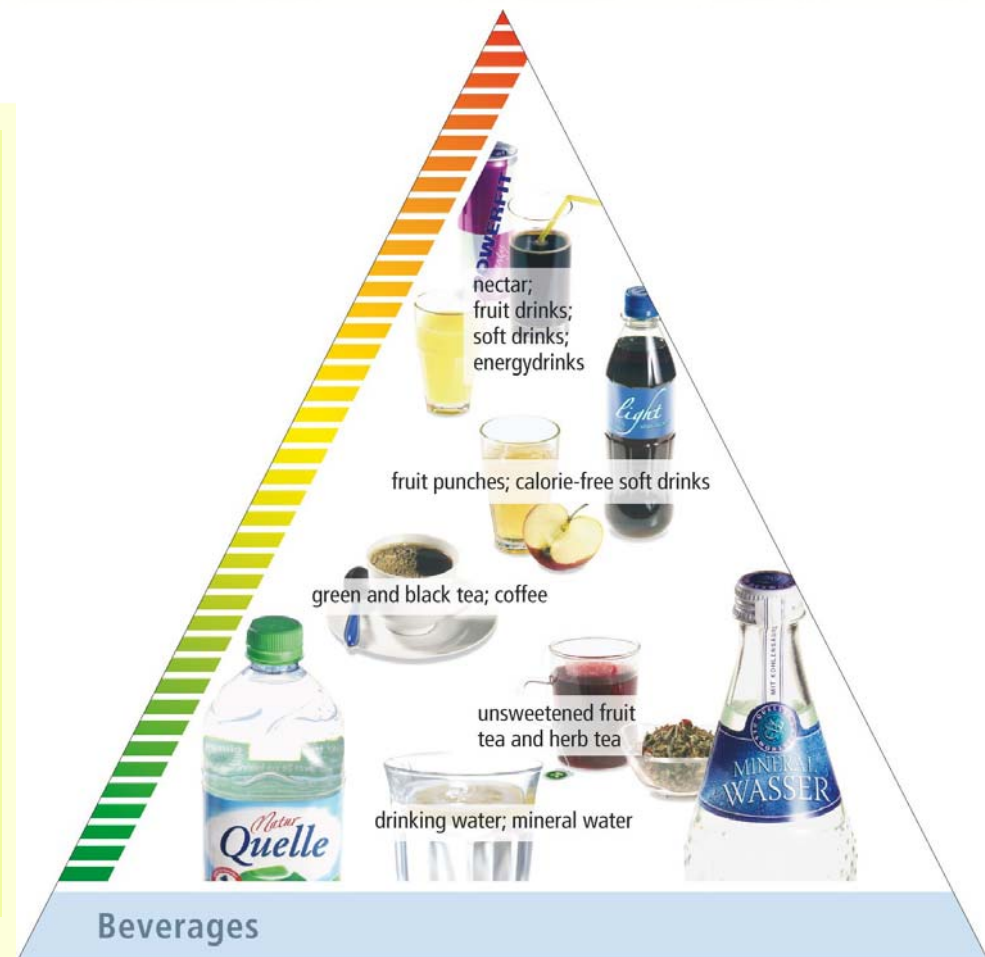


Beverages

Criteria for the review:

Nutritional physiological aspects

- energy content (low: <7%, high: >7% carbohydrates)
- essential nutrients
- secondary plant substances
- stimulating substances
- sweetings



The 3-D-Food Pyramid

Target groups:

- Multiplier
- Education
- (young) consumer with interest in multimedia

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Thank you!

